

Subject: Marketing Report for the week of 9/19/16

From: "Henna Sherzai" <HSherzai@downtownla.com>

Date: 09/23/2016 04:50 PM

To: "Suzanne Holley" <SHolley@downtownla.com>, "Carol Schatz" <cschatz@ccala.org>

Carol & Suzanne,

Below is the marketing department activity report for the week of September 19, 2016.

Henna

- Innovate DTLA
 - o Made final revisions and fully executed AVG contract
 - o Completed & logged reference checks for AVG
 - o Held planning call w/ AVG & Nick for 9/27 kickoff meeting & completed follow-ups
- Held Marketing Roundtable meeting
- Started planning for DTLA in December holiday campaign
- Held meeting with Jorge (C-1) re: changes to Ambassador program
- Held status call w/ Proof to review e-newsletter changes
- Held status call w/ Macy to review edits to Chrysalis press release
- Reviewed & approved post BBQ press release
- Outreach to 655 Hope for October HOA meeting to discuss renewal
- Attended meeting with Ratkovich & The Bloc Marketing teams re: future partnerships
- Attended tip-off meeting for the 2018 NBA All-Star Weekend host committee

Mike

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (Halloween)
- Begun planning for Resident Mixer & Roundtable holiday party
- Completed BBQ blog and sent emails to attendees and sponsors
- Had weekly call with Proof
- Had weekly meeting with Henna
- Had Ambassador meeting
- Had meeting with C1 Jorge Castro and Henna re: Ambassador program
- Completed photo shoot for marketing
- Begun work on Q3 District News
- Held Marketing Roundtable meeting
- Had holiday campaign brainstorm meeting
- Worked with Kevin regarding Halloween ads specs for Downtown News

Kevin

CCA

- November GMM: Flyer revisions
- Holiday Party: Flyer revisions
- Executive Committee Meeting: Flyer revisions
- Rejoin Campaign: Flyer options
- Q3 Newsletter: Layout

DCBID MARKETING

- Halloween: Postcard revisions, Web banners, Facebook header
- Operation photo shoot: Coordination, Day of assisting
- Photo library organization

DCBID ECON DEV

- DRMa: Roundtable invite revisions

Henna Sherzai

Director of Marketing & Communications

 <https://www.downtov>

Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7515 | Fax: 213-624-0858

Web: DowntownLA.com



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